

SAN FERNANDO  
**VALLEY  
FEDERAL**  
SAVINGS & LOAN ASSOCIATION

# VALLEY VIEWS

Volume I

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No. 5

## How Does Your Valley Grow?

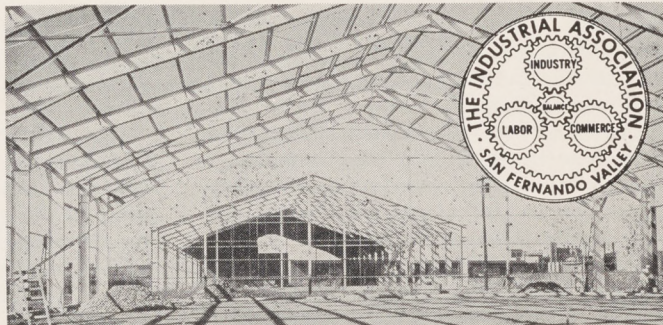
In a comparatively few years the San Fernando Valley has attained prominence as one of the Nation's major industrial centers. This industrial growth wasn't just an accident. Climate, an available labor source, a good market, land, transportation and power were all necessary components to attract these industries. But, it also took some hard work and planning by many people to help start and maintain this growth.

This group of men and women are continuing their work to bring more planned prosperity to our Valley. You don't hear much about their efforts, but you do enjoy the results of their work in reduced taxes and increased Valley income.

Who are they? The Industrial Association of the San Fernando Valley—composed of officials of the leading industries and businesses in the Valley.

The Association was established in December of 1949. Its aims are to promote and maintain a better balance between Commerce, Industry and Labor in the Valley; to carefully screen new industries desiring to locate here and to discourage undesirable ones, such as those that would produce smog; to work for better streets, highways, utilities and transportation for Valley residents; to get additional industrial zoning in the Valley to keep pace with our expanding population.

The Association's efforts don't end once an industry expresses a desire to locate here. They follow through with planning and assistance up until the time the new plant begins operation. Then, to complete the cycle, the new industry joins the Association and in turn does its part to attract others.



## Valley Views

Published monthly by San Fernando Valley Federal Savings and Loan Association.

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## Home Modernization Loans

Another new service has just been initiated at Valley Federal for the convenience of our customers. We are pleased to announce a Home Modernization Loan Program. These loans are now available in amounts of \$200 to \$3,000 with up to 3 years to pay.

Many improvements are eligible.

**Swimming Pools**

**Fencing**

**Carpeting**

**Air-Conditioning**

**Additions**

**Roofing**

**Painting**

**Heating**



Now is the opportune time to put into effect those modernization plans you've been dreaming about.

For full details, stop in and talk with one of our friendly loan officers.

## New Supply of Valley Maps

By popular demand, we have a new supply of Valley maps available. When we first introduced this convenient Valley guide, the demand was so great that our supply was exhausted quickly.

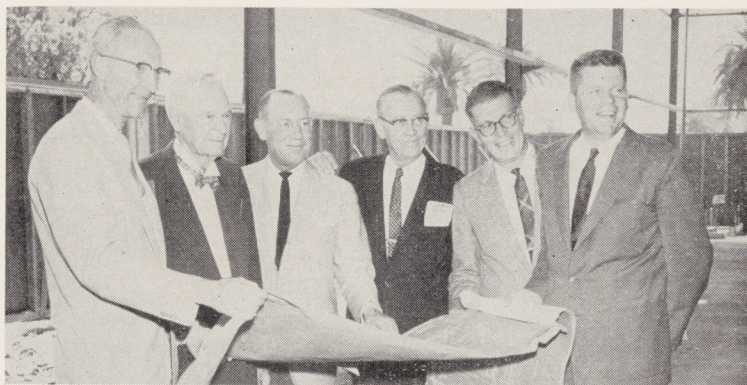
These new maps have an added feature you're sure to like. Postal zones are clearly indicated to help you in your correspondence. A copy is yours for the asking. Stop in and pick one up.

## Luncheon Marks Canoga Park Building Progress

Did you ever want to take a peek behind the high walls you see erected around a new construction? Most of the time you have to wait until the final coat of paint is dry before you get a chance to see what all the activity was about.

On September 25, more than 150 business men in the Valley took a look behind our fence to see how our new office is coming along. The occasion was an informal Progress Luncheon to get acquainted with our neighbors in Canoga Park.

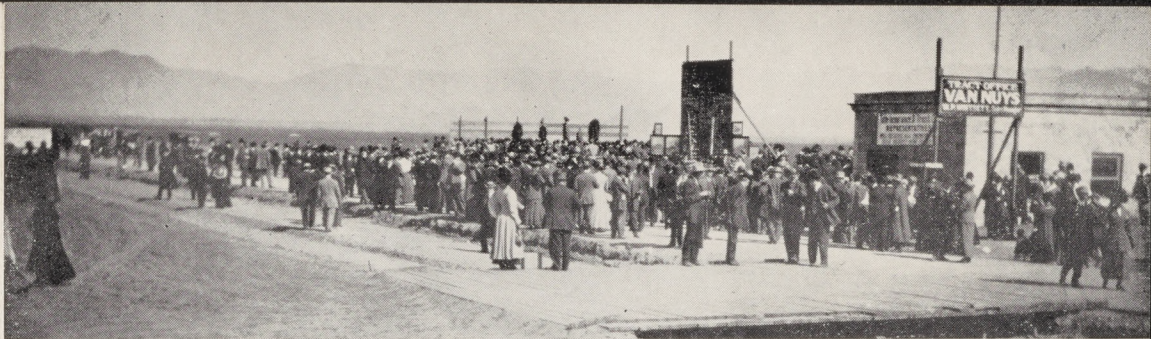
Guests could see some of the modern facilities being installed and could compare the partially completed building with



At our luncheon, the photographer caught several of Valley Federal's Officers explaining the building plans to one of the guests, Pasadena's Mayor, Warren Dorn. From left to right are Robert Fuller, W. P. Whitsett, Builder Kersey Kinsey, H. C. Sorgenfrey, Arthur Aston and Mayor Dorn.

a large painting of the finished product.

At the get together, members of Valley Federal's Board of Directors were introduced to the guests and had a chance to become acquainted with many of their new business associates. It was announced at the luncheon, that December 7 will be official opening date of our new office.



## The Man Who Built Van Nuys

by Roy Milner

*This is a story of some of the activities of a man who was sent "Out West" about the beginning of the century to die.*

*Instead, he founded and developed what is now a modern city; organized and took active part in the management of strong financial institutions; promoted and made possible the establishment of industries, giving gainful employment to hundreds; raised a splendid family, now in the fourth generation, and found time on the side to go to church regularly, do a lot of fishing and give full service to the City of Los Angeles in a high policy making position.*

*This writer was an eye-witness to some of this man's activities early in 1911.*

I was, at the time, secretary of the Los Angeles Suburban Homes Company. The Company was owned largely and controlled wholly by Gen. H. G. Otis and Harry Chandler of the Los Angeles Times; O. F. Brant, President of the Title Insurance and Trust Co.; H. J. Whitley, real estate developer and M. H. Sherman, electric railroad builder. This company owned the part of the San Fernando Valley south of what is now Roscoe Boulevard and west of what is now Whitsett Avenue—except the Encino and El Escorpion Ranchos.

We had our first townsite located, surveyed and named (that is another interesting story in itself). For quite a while, we had been canvassing the real estate fraternity to find a strong, capable and reputable man or firm to handle this townsite, who would, as Gen. Otis expressed it, "Build a town not just sell a townsite".

One evening, early in January of 1911, Brant walked into our office and said rather abruptly, "Whitley, I have found the man to handle our townsite". Whitley asked, "Who is he and what makes you think so?" Brant proceeded to outline the phenomenal success this man had had in

another subdivision venture. Whitley turned to me and said, "Make an appointment to meet this phenomena of Mr. Brant's and make a deal with him."

We did as we were instructed and that is how on January 23, 1911, W. P. Whitsett bought and paid real money for an undivided one half interest in Van Nuys Townsite—a square mile of barley fields with no roads, no water, no electricity, nothing except good soil and the promises of the owners of the other half to provide these utilities as they were needed.

### THEN THINGS HAPPENED!

It seemed natural then, but in retrospect, I realize that it was little short of a psychological miracle. "The Man" had sufficient faith in himself, in California, and particularly in the reputation and promises of his new associates, that he was willing to risk his own good money and effort. The miraculous thing about it was that he possessed such dynamic personality and energy that he inspired that same faith in hundreds of investors who put their money into his lots and garden acre parcels to such an extent that we were hard pressed at times to provide the utilities required by his sales. I can give personal testimony to this. As secretary of the Land Company, it was my job to a considerable extent, to provide transportation, streets, water, electricity, and phone services to his customers as he asked for them. And, he never was a bashful asker.

The result was a town overbuilt residentially and underbuilt industrially. So, "The Man" bought another section of land just west of the present Chevrolet plant. This he subdivided and promoted, by loans and bonuses, the establishment of a poultry industry which gave employment to many thousands in the Valley for many years. And he paid his full share of subsidies to a cannery and an organ factory—all of which helped greatly to "Build a Town, not just sell a townsite".

## Living Conditions in Retirement...

Third in a Series

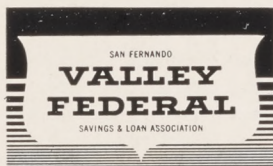
Next to good health, a good home life is most important for an enjoyable retirement. It means more than just getting along with your spouse although this is most important. Other things must be considered. Should you get a smaller house? How about moving to a warmer climate? How will you develop new friends and interests?

Whatever you do, plan it out with your wife or husband. That's the key to happiness after retirement. More of your time will be spent together, calling for a closer relationship than necessary before.

When you retire, you may want to move into a smaller place. Without a job or family to regulate where and how you live, you can pick and choose. The new location may be nearer to friends, stores or relatives. Or maybe the idea of mild winters appeals to you.

If the latter suggestion is your choice, consider all the pros and cons of such a move. Start looking now, by exploring the sections of the country that appeal to you the most. Study the costs of living, the living conditions available and the opportunities of meeting others your own age at the new location.

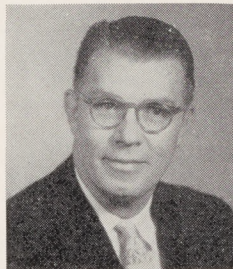
You'll find as you grow older, true friends take on a more important role in your life. Continue to seek out and cultivate new friends. And develop hobbies where you and your wife or husband can work together.



6842 Van Nuys Boulevard  
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## You Should Know



**Arthur D. Aston**  
Vice-President

You would have to look hard to find a more ardent Valley booster than our Vice - President, Arthur Aston. A native of Pittsburgh, Pa. Mr. Aston has lived in the Valley for the past ten years.

Before joining Valley Federal, he was the Assistant Vice-President of California Bank's Van Nuys Branch. Presently, Art is rushing completion of Valley Federal's Canoga Park office where he will serve as manager.

His civic activities include Past President and now Director of the Canoga Park Kiwanis, Director of the Mid-Valley YMCA and the Valley Presbyterian Hospital and Chairman of several Valley Fund Drives.

Art, his wife, Gladys, and their children, Art Jr., and Sandra live in Canoga Park.

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